

ORDER

Orders
Order / Rev: 330539
Alt Order #:
Product Desc:
Estimate: 433
Flight Dates: 10/07/16 - 10/16/16
Original Date / Rev: 10/05/16 / 10/06/16
Order Type: GENERAL

CBS - Salinas, CA

Primary AE: John Hefner
Sales Office: M-LA
Sales Region: NAT

Agency Name: BlueWest Media
Buying Contact:
Billing Contact:
 5130 E. 18th Ave.
 Denver, CO 80220

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Save Lives CA
Demographic: HH
Product Codes: PL02
Priority: P-4
Revenue Codes: AGY, POL, ISSUE

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/16/16	73	\$11,765.00	\$10,000.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	73	\$11,765.00	\$10,000.25	0.00
Totals	73	\$11,765.00	\$10,000.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
John Hefner			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KION	10/07/16	10/16/16	M-F 7A-9A CBS This Morn M-F 7A-9A CBS This Morn	CM	7A-9A	MTWTF--	:30	10	\$100.00	P-2	0.00	NM	12	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	----F--		2				\$100.00		0.00			
		Week: 10/10/16	10/16/16	MTWTF--		10				\$100.00		0.00			
N 2	KION	10/07/16	10/16/16	CBS Sun Morn 7a-830a CM CBS Sun Morning	CM	7a-830a	-----S	:30	1	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	-----S		1				\$350.00		0.00			
		Week: 10/10/16	10/16/16	-----S		1				\$350.00		0.00			
N 3	KION	10/07/16	10/16/16	M-F 9a-10a M-F 9a-10a	CM	9a-10a	MTWTF--	:30	0	\$100.00	P-2	0.00	NM	6	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	----F--		1				\$100.00		0.00			
		Week: 10/10/16	10/16/16	MTWTF--		5				\$100.00		0.00			
N 4	KION	10/07/16	10/16/16	M-F 2p-3p M-F 2p-3p	CM	2p-3p	--W-F--	:30	2	\$75.00	P-3	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	-----		0				\$0.00		0.00			
		Week: 10/10/16	10/16/16	--W-F--		2				\$75.00		0.00			
N 5	KION	10/07/16	10/16/16	M-F 3p-4p M-F 3p-4p	CM	3p-4p	MTWTF--	:30	0	\$100.00	P-3	0.00	NM	6	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	----F--		1				\$100.00		0.00			
		Week: 10/10/16	10/16/16	MTWTF--		5				\$100.00		0.00			

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Advertiser: Save Lives CA
 Product Desc:
 Estimate: 433

CBS - Salinas, CA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	KION	10/07/16	10/16/16	M-F 4p-5p M-F 4p-5p	CM	4p-5p	MTWTF--	:30	0	\$150.00	P-2	0.00	NM	7	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	----F--		1				\$150.00		0.00			
		Week: 10/10/16	10/16/16	MTWTF--		6				\$150.00		0.00			
N 7	KION	10/07/16	10/16/16	M-F 5p-530p News M-F 5p-530p News	CM	5p-530p	MTWTF--	:30	10	\$300.00	P-2	0.00	NM	10	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	----F--		2				\$300.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	KION	10/03/16-10/09/16	M-F 5p-530p News		5p-530p	-----F----	:30		(\$300.00)		0.00	NM		
		See MG 7.13													
		[Pod Violation] Pod Violation													
	13	KION	10/03/16-10/09/16	M-F 5p-530p News		5p-530p	-----F----	:30		\$300.00		0.00	NM		
		Ⓜ MG for 7.2 10/07													
		Week: 10/10/16	10/16/16	MTW-F--		8				\$300.00		0.00			
N 8	KION	10/07/16	10/16/16	M-F 6p-630p News M-F 6p-630p News	CM	6p-630p	MTWTF--	:30	2	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	----F--		1				\$200.00		0.00			
		Week: 10/10/16	10/16/16	MTW-F--		4				\$200.00		0.00			
N 9	KION	10/07/16	10/16/16	SA CBS Evening News SA CBS Evening News	CM	530p-6p	-----S-	:30	1	\$95.00	P-3	0.00	NM	2	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	-----S-		1				\$95.00		0.00			
		Week: 10/10/16	10/16/16	-----S-		1				\$95.00		0.00			
N 10	KION	10/07/16	10/16/16	M-F 1135P-1235A M-F 1135P-1235A	CM	1135P-1235A	M-WTF--	:30	0	\$75.00	P-3	0.00	NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	----F--		1				\$75.00		0.00			
		Week: 10/10/16	10/16/16	M-WTF--		4				\$75.00		0.00			
N 11	KION	10/07/16	10/16/16	M-F 11P-1135P News M-F 11P-1135P	CM	11P-1135P	MTWTF--	:30	10	\$200.00	P-2	0.00	NM	12	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	----F--		2				\$200.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	KION	10/03/16-10/09/16	M-F 11P-1135P News		11P-1135P	-----F----	:30		(\$200.00)		0.00	NM		
		See MG 11.13													
		[Pod Violation] Pod Violation													
	13	KION	10/03/16-10/09/16	M-F 11P-1135P News		11P-1135P	-----F----	:30		\$200.00		0.00	NM		
		Ⓜ MG for 11.2 10/07													
		Week: 10/10/16	10/16/16	MTWTF--		10				\$200.00		0.00			
N 12	KION	10/07/16	10/16/16	SA 11P-1130P News SA 11p-1130p News	CM	11P-1130P	-----S-	:30	2	\$125.00	P-3	0.00	NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	-----S-		2				\$125.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KION	10/03/16-10/09/16	SA 11P-1130P News		11P-1130P	-----Sa--	:30		(\$125.00)		0.00	NM		
		See MG 12.5													
		[Pod Violation] Pod Violation													
	5	KION	10/03/16-10/09/16	SA 11P-1130P News		11P-1130P	-----Sa--	:30		\$125.00		0.00	NM		
		Ⓜ MG for 12.1 10/08													
		Week: 10/10/16	10/16/16	-----S-		2				\$125.00		0.00			
													Totals	73	\$11,765.00

330539

Station Order Revised Yes on 56-Save Lives California

Market: Monterey-Salinas

Flight Dates: Friday, October 7, 2016 to Sunday, October 16, 2016

Estimate ID

433

Contact: Kristy Santiago

Email: kristy.santiago@kionrightnow.com

Phone: 831-784-1702

Fax: 831-757-1766

Direct:

KION-TV

Program Name	DP	Days Length	Gross Rate	Fri Oct 07	Sat Oct 08	Sun Oct 09	Mon Oct 10	Tue Oct 11	Wed Oct 12	Thu Oct 13	Fri Oct 14	Sat Oct 15	Sun Oct 16	Total
CBS This Morning 7:00 AM 9:00 AM	EM	M-F 30	\$100.00 \$1,200.00	2			2	2	2	2	2			12
CBS Sun Morn 7:00 AM 8:30 AM	EM	Su 30	\$350.00 \$700.00			1							1	2
Live Kelly 9:00 AM 10:00 AM	DT	M-F 30	\$100.00 \$600.00	1			1	1	1	1	1			6
Let's Make a Deal 2:00 PM 3:00 PM	DT	M-F 30	\$75.00 \$150.00						1		1			2
Dr. Phil 3:00 PM 4:00 PM	DT	M-F 30	\$100.00 \$600.00	1			1	1	1	1	1			6
Judge Judy 4:00 PM 5:00 PM	EF	M-F 30	\$150.00 \$1,050.00	1			2	1	1		2			7
KION 5p News 5:00 PM 5:30 PM	EN	M-F 30	\$300.00 \$3,000.00	2			2	2	2		2			10
KION 6p News 6:00 PM 6:30 PM	EN	M-F 30	\$200.00 \$1,000.00	1			1	1	1		1			5
Sat 5:30p News 5:30 PM 6:00 PM	EN	Sa 30	\$95.00 \$190.00		1							1		2
Colbert 11:35 PM 12:35 AM	LF	M-F 30	\$75.00 \$375.00	1			1		1	1	1			5
KION 11p News 11:00 PM 11:30 PM	LN	M-F 30	\$200.00 \$2,400.00	2			2	2	2	2	2			12

Mary Wittemyer

BlueWest Media

5130 E. 18th Ave., Denver, CO 80220

mary@bluewestmedia.com

Date/Time Sent: 10/5/2016 9:05:44 PM

KION-TV

Page 1 of 2

Station Order Revised

Yes on 56-Save Lives California

Market: Monterey-Salinas

Estimate ID

Flight Dates: Friday, October 7, 2016 to Sunday, October 16, 2016

433

Contact: Kristy Santiago

Phone: 831-784-1702

Email: kristy.santiago@kionrightnow.com

Fax: 831-757-1766

Direct:

KION-TV

Program Name	DP	Days	Length	Gross Rate	Fri Oct 07	Sat Oct 08	Sun Oct 09	Mon Oct 10	Tue Oct 11	Wed Oct 12	Thu Oct 13	Fri Oct 14	Sat Oct 15	Sun Oct 16	Total
Sat 11p News	LN	Sa		\$125.00		2							2		4
11:00 PM 11:30 PM			30	\$500.00											
Station Gross Totals				\$11,765.00	11	3	1	12	10	12	7	13	3	1	73
Station Net				\$10,000.25											

Mary Wittemyer

BlueWest Media

5130 E. 18th Ave., Denver, CO 80220

mary@bluewestmedia.com

Date/Time Sent: 10/5/2016 9:05:44 PM

KION-TV

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: KION-TV Monterey-Salinas	Date: 10/6/2016
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I, **BlueWest Media**

do hereby request station time concerning the following issue:

Tax

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Friday, October 7, 2016			Sunday, October 16, 2016		

This broadcast time will be used by: Yes on 56-Sale Lives California

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"
☐ Yes ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

Tax

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished
by (name and address):

Yes on 56-Sale Lives California

1201 J Street Suite 200, Sacramento, CA 95814

and you are authorized to announce the time as paid for by such person or entity
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of
directors below (or attach separately):

Jim DeBoo Campaign M. Alma Hernandez Tr

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

Thursday, October 6, 2016

Date

Mary W...

Signature

720-370-7700

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]

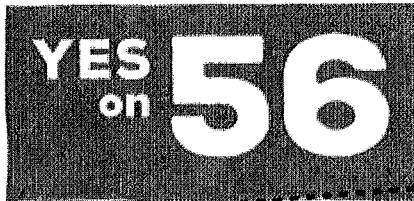
Signature

Kristy Spatrano

Printed Name

GM

Title



**Protect kids.
Fight cancer.
If you don't smoke, you don't pay.**

October 4, 2016

To Whom It May Concern:

The Yes on 56 – Save Lives California campaign, at 1020 12th Street, Suite 303, Sacramento, CA 95814, authorizes Blue West Media of Denver, Colorado to serve as a media buying agency for an individual media placement on behalf of Yes on 56 – Save Lives California, running October 7-24, 2016.

The Yes on 56 – Save Lives California campaign will also maintain GMMB of Washington, DC as a media placement agency, and all buys placed in the past or the future by the GMMB agency on behalf of Save Lives California will remain under the responsibility of the GMMB agency.

Spot traffic sent by Blue West Media will apply only to schedules placed by Blue West Media. Similarly, all spot traffic sent by GMMB will only apply to schedules placed by GMMB.

If there are any questions regarding this authorization, please contact myself at the number below.

Jim DeBoo
Campaign Manager
Yes on 56 – Save Lives California
916-806-1526



YesOn56.org

